

Talking points
Connect-GOV press conference
Monday, June 4, 2007

- The recent onset of emergency situations -- from natural disasters to health scares to the threats of violence -- sheds light on the fact that we must always be fully prepared. Accordingly, the State of Mississippi has implemented the Connect-GOV service to enhance statewide communication and emergency preparedness.
- This is the first week of the 2007 hurricane season and Connect-GOV will play a key role in Mississippi's hurricane preparedness and response.
- The Connect-GOV system is a communication service that enables key officials to reach all Mississippi residents with personalized voice and text messages quickly to provide valuable information and direction should a need arise.
- We are the first state in the nation to adopt the Connect-GOV service; redefining the concept of "Constituency Care" for our citizens.

- Prior to implementation of this communication service, citizens would need to be tuned in to their televisions or radios to receive hurricane warnings. Now with Connect-GOV, citizens can be reached and provided with vital instructions anywhere, any time, through their cell phones, home phones, e-mail, TTY/TDD receiving devices, or other text-receiving device.
- Connect-GOV also allows me and other key members of my staff to communicate across agencies. We can use the service to mobilize emergency response teams, notify key department heads regarding routine or emergency situations, and mobilize our volunteers.
- We can also target messages to cities, even neighborhoods, within specific geographical areas using a map on the system's internet-based interface.
- State leadership cares about the safety and quality of life of Mississippi's citizens. A communication tool, such as Connect-GOV, adds to our ability to provide an environment in which citizens can feel safe and informed.

